

OPENING

SALT LAKE'S
GREATEST
SPECIALTY
GARMENT
DEPARTMENT,
OCCUPYING
OVER 10,000
SQUARE FEET.

Cohn's
DRY GOODS STORE
222-224 MAIN ST.

MOST
CENTRALLY
LOCATED STORE
IN TOWN.
THE MECCA
FOR SALT
LAKE'S PRUDENT
SHOPPERS.

PREPARATIONS ARE COMPLETE FOR A WONDERFUL WEEK IN OUR READY-TO-WEAR DEPT.

All the dainty things the world's greatest style creators have designed are shown in a profusion unsurpassed.

In suits, in dresses, in coats, our display is a marvel of beauty—showing all the effective new things—imported models and high-class creations of American origin—an endless array of finery such as the woman who loves style will revel in. We invite you—we expect you—to come and give your eyes a treat.

As usual, style will be no criterion of price, for we have brought the very choicest and priced them within reach of you all.

Suits

A special number to make opening day just as interesting as possible—A line of suits calculated to please the most fastidious—and at a price any one can easily afford.

These in Shepherd Checks, Mannish Mixtures, Serges, Diagonals, Hairline Suitings, etc.—Stitched Satin Collars and Cuffs—Bengaline Silk Collars and Cuffs—Persian Silk facing—heavy Lace Collars—Pique Vesting, etc.—These are Norfolk cutaways, Balkan Blouses and strictly tailored cutaways—Best quality plain and changeable satin linings—Opening price—

Coats

Another special offer to augment the enthusiasm of opening day at the great Cohn Store. These coats are beauties in every respect and possess merit seldom found in garments at much more than the price we're asking.

Coverts lined with self-striped taffeta—Coverts lined with Messaline—Bedford Coats with wide revers—Broche Eponge with gorgeous Persian Silk lining, cuffs and collar—Check Eponge with Bulgarian ratine collars, etc., etc.—Opening price only—

Dresses

Exquisite models, fetchingly trimmed in a charming variety aptly describes this wonderful opening special of Spring Dresses.

Just to touch upon the styles—There are serges in blouse style with draped skirt and finished with large braid buttons—Serges with braid trimming and hand-embroidered linen collar—Diagonal Serge with Bulgarian braid trimming and Messaline Girdle—Messaline in blouse style with wide Messaline sash and girdle—Messaline in draped overskirt style, etc., etc. Every one a very chic spring model, and priced for the opening day at only—

\$25

\$25

\$25

SPRING MILLINERY OPENING

IN OUR NEW
Millinery Dept.

Second Floor, Take the Elevator.

With an exhibit of the rarest and most exquisite creations in imported models and designs from New York's best creators of style. The new department will maintain the Cohn reputation for the same quality merchandise as will be found in the "exclusive" stores and at prices easily afforded.

The discriminating trade will be well satisfied with our selections and the variety is comprehensive enough to suit any taste. Miss Jeanette Hill, one of New York's most popular milliners, is in charge of the department, and will be delighted to meet our friends and aid them in their selections.

NECKWEAR SPECIAL

A 35c special in ladies' new neckwear, for Monday.

We are placing on sale for Monday the best values in fancy neckwear we have ever shown. These are fancy shadow ruchings, some with Bulgarian edges, fancy jabots in Bulgarian colors, shadow plaited ruffings, net collars epaulette style, Dutch collars with net jabots, flat silk collars with lace jabots, ratine collars, Bulgarian embroidery, entire net yokes with collar attached.

35 Cts.

Handkerchief Special

A large section of dainty linen handkerchiefs in regular 35c qualities, briefly described as follows:

Initial handkerchiefs for men and women, sheer one corner embroidered styles, dainty lace trimmed, plain 1/4-inch hem, fancy scalloped effects, hand-embroidered and an assortment of regular 50c handkerchiefs slightly soiled from displaying. All going Monday at one price—your choice—

25 Cts.

EASTER SILKS AND DRESS GOODS

In this department we have fairly surpassed ourselves in our spring showing of beautiful silks, every wanted weave, every popular shade, every new design is shown and at the popular Cohn prices that have made this the leading silk department in the city. Just four examples to illustrate—

Satin charmeuse—heavy, lustrous, soft finish—a beautiful draping fabric for street or evening wear. Included in the assortment will be found the identical shade and fabric worn by Mrs. Woodrow Wilson at the inaugural reception, as well as copenhagen, pale blue, cream, primrose, etc. A superb \$3.50 to \$4.00 line; your choice, the yard—

\$1.95

36-inch, plain, satin finished or brocaded charmeuse; full 40-inch brocaded messalines, in cream, gray, navy, Alice, black, brown, nellrose, etc. One of the season's favorites—introduced at the yard—

\$1.50

In the dress goods section nothing could be desired to complete the spring exhibit, all the new effects in serges, mixtures, voiles, crashes, diagonals, bedford cords, etc., in the most desirable of the new shades and patterns. Prices, as in the silk section, the desirable kind—lower.

Brocaded crepe charmeuse—a beautiful display of this rich and elegant fabric so desirable for the evening gown or afternoon dress, a beautiful draping quality in apricot, sandal, Alice blue, navy, black, white, etc. Full 40-inch width. A universal \$4.00 quality; Monday and week we offer it at the introductory price, a yard—

\$2.75

Full 40-inch, all-silk, satin finished crepe de meteor in black, white, navy, brown, gray, Alice, wisteria, helio, etc., a quality unequalled anywhere at the introductory price we're making—the yard—

\$2.50



Introductory Special

—Monday—Opening Day—will be marked forever in your memory if you attend. We've planned a smashing "special" to quickly introduce and popularize this new department.

Over 100 beautiful hats—hand-made hats and pressed shapes, of Milan, Hemp, Chip, etc.—trimmed with ostrich stickups and bands, new flowers, ribbons and fancy materials in the most effective styles—Close fitting, medium styles and large, dressy hats.

REGULAR \$8.50, \$10
AND \$12.50 VALUES

\$5

Dainty Easter Materials in Our Wash Goods Aisle

Dainty Tub Silks—prettiest yet. Foulards, Jacquards and fancy printed silks; the 50c and 60c kinds, yard

25c

Beautiful bordered wash silks, 42 inches wide, the latest 1913 ideas; all the best colors.

49c

a big 75c value, yard

29c

The new Chiffon Voiles are receiving a warm welcome with those seeking sheer fabrics. Dainty hairline, pin and cluster stripes, in all colors, on white and tinted grounds.

29c

Big 50c values

15c

Ramie cloth, a cotton fabric in an exact copy of the popular ramie linens; 27 inches wide, in all the late wanted colors. Instead of 25c, now

35c

New cloth—and it deserves its name because it's new, perfect combination of ratine and crepe, and it's beautiful;

29c

27 inches wide, in all colors. Made to sell at 50c yard, this sale, yard

\$1.10

Dress linens, 36 inches wide, every color. Worth 60c yard.

39c

Our special sale price, 36 inches wide, in all popular shades; 60c values, this week, yard

98c

Gros grain, an elegant new suiting, highly and substantially mercerized; 36 inches wide, in all popular shades; 60c values, this week, yard

39c

\$1.50 ramie dress linens, 36 inches wide. More popular this season than ever.

89c

All colors, yard

\$7.99

Flemish damask table sets, usually sold at \$12.00. Heavy, all-linen, in a satin finish 2x2 1/2 yard cloth, with one dozen 24x24 inch Napkins to match. The set

53c

\$1.25 bleached table damask, 2 yards wide; elegant satin finish, 2 yards wide, the yard

59c

Each Monday

19c